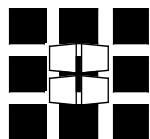




California Main Street and California Main Street Alliance



CAMSA

In Partnership
with:



Winter Network Meeting 2005

Downtown Davis
February 28 – March 2, 2005



Who should attend

Sessions are designed to give Main Street organizations (executive directors and board members), aspiring Main Street associations, city planning staff, property owners and other community leaders valuable information and tools for improving their downtowns and central business districts.

California Main Street and California Main Street Alliance

Winter Network Meeting 2005

Downtown Davis – February 28 – March 2, 2005 – Meeting Agenda

Monday, February 28

- 10 a.m. – **Registration Opens**
11 a.m. Varsity Theatre, 616 Second Street
- 11 a.m. – **Plenary Session**
12:15 p.m. Varsity Theatre
- 12:30 p.m. **Lunch** (included in conference package)
1:30 p.m.
- 1:45 p.m. – **Non-Profit Formation**
3 p.m. Toni Gaylord, CMSM, Coronado Main Street and Laura Cole-Rowe, CMSM Davis Downtown Business Assn.
- 3:30 p.m. – **Aiming for Nirvana – Economic Restructuring Session** – Craig Semmelmeier, Main Street Property Services
4:45 p.m.
- 5–7 p.m. **Welcome Reception**
Hallmark Inn
- 7 p.m. Dinner on your own

Tuesday, March 1

- 8 a.m. **Registration Opens**
Varsity Theatre, 616 Second Street

CONCURRENT SESSIONS

“BOOT CAMP” ON MAIN STREET

(Boot Camp on Main Street sessions are intended for communities that are interested in following the Main Street Approach® to Downtown Revitalization, and are interested in becoming a certified California Main Street community in the future, OR for individuals who would like an overview of Main Street's four-point approach.)

- 9 a.m. – **Main Street Overview**
10:15 a.m. Why Main Street, and how can it be applied in your community – Sheri Stuart, National Main Street Center; Pat Murphy, former CA Main Street director; Steade R. Craigo, FAIA, Senior Restoration Architect, CA Office of Historic Preservation; and Howard Levine, Executive Director, Grass Valley
- 10:30 a.m. – **Design Overview** – Jay Turner, Executive Director, North Park Main Street
11:15 a.m.

- 11:15 a.m. – **Promotion Overview** – Rick Johnson, Old Monterey Business Association and Darlene Rios Drapkin, CMSM, Urban Transformation
Noon
- 12:30 – **Lunch at Cantina del Cabo**, 139 G Street (included in conference package)
1:30 p.m.
- 1:45 p.m. – **Economic Restructuring Overview** – Jeff Eichenfield, Eichenfield & Associates
2:30 p.m.
- 2:45 p.m. – **Organization Overview** – Deborah Cash, CMSM, executive director, San Luis Obispo Downtown Association
3:30 p.m.
- 3:45 p.m. – **How to Become a Certified Main Street Program** and the role of CAMSA role – Steade Craigo, Emily Low, Fairfield Downtown Association, Toni Gaylord, CMSM, Coronado Main Street
5 p.m.

EXECUTIVE DIRECTOR/BOARD MEMBER TRACK

- 9 a.m. – **Talking to your Legislators – How to do it!**
9:30 a.m. CA Main Street managers
- 9:30 a.m. – **Historic Preservation** – Timothy J. Brandt, AIA, Senior Restoration Architect, Office of Historic Preservation
10:45 a.m.
- 11:00 a.m. – **Downtown Branding** – Ladd Woodland, Seventh Surface, Davis
12:15 p.m.
- 12:30 – **Lunch at Cantina del Cabo**, 139 G Street (included in conference package)
1:30 p.m.
- 1:30 p.m. – **Meet with legislators in Sacramento** (15 minute drive)
4 p.m.
- 4 p.m. – **Walking Tour of Downtown Davis** – Ken Hiatt and Bob Bowen, city of
5 p.m.

Davis; Laura Cole-Rowe, CMSM, Davis Downtown Business Association

ALL ATTENDEES

- 5–7 p.m. **Reception** – Hallmark Inn
- 7 p.m. **Dinner** – Cafe California (included in conference package)

Wednesday, March 2

- 9 a.m. – Debriefing from meetings with
10:30 a.m. legislators; election of CAMSA Board and officers - Varsity Theatre, 616 Second Street
- 10:45 a.m. – **Keynote speaker** - Ruth Coleman, Director, California State Parks
11:30 a.m.
- 11:30 a.m. Closing remarks/Conference Adjourns
- 11:30 a.m. Hotel check out/ lunch on your own
- 12:30 p.m. – CAMSA Board meeting (all
2:30 p.m. welcome)
- 2:30 p.m. Adjourn

Conference Information

Laura Cole-Rowe, CMSM, Davis Downtown Business Association, phone (530) 756-8763; fax (530) 756-6504; e-mail ddba@davis.com

Hotel Accommodations

Hallmark Inn, 110 F Street, Davis, CA 95616 (800)753-0035; (530)753-3600. CA Main Street rate – \$83 per night, plus 11% tax; please mention group rate with California Main Street. Hotel guests receive continental breakfast. Please make hotel reservations independent of your conference registration prior to January 27, 2005 to receive the group rate.

Getting to Davis...

Driving...Davis is located off Interstate 80, about 21 miles west of Sacramento (specific directions will be included in the registration confirmation package)

Flying...Southwest and American West provide daily round trip service to the Sacramento International Airport. Door-to-door shuttle service to Davis is available by calling the Davis Airporter, (800) 565-5153 in advance.

Train or Bus...Amtrak and Greyhound make daily runs through Davis, stopping at the SP Depot, one block from the Hallmark Inn.

Conference Registration Form

One form per person, please make copies of form for additional registrants. Please print.

Visit our Website for more information: www.camainstreet.org

Name_____

Organization/Affiliation_____

Address_____

City_____State_____Zip_____

Daytime Phone () _____ Fax () _____

E-mail Address_____

Check Here	Type of Registration	Before 2-1-05	After 2-1-05	Total
<input type="checkbox"/>	Full conference (includes Monday lunch, Tuesday lunch and Tuesday dinner)	\$175	\$200	\$_____
<input type="checkbox"/>	Monday only (includes lunch)	\$80	\$100	\$_____
<input type="checkbox"/>	Tuesday only (includes lunch and dinner)	\$100	\$120	\$_____
<input type="checkbox"/>	Wednesday only	\$50	\$70	\$_____
<input type="checkbox"/>	Guest for Monday Lunch	\$20	\$25	\$_____
<input type="checkbox"/>	Guest for Tuesday Lunch	\$20	\$25	\$_____
<input type="checkbox"/>	Guest for Tuesday Dinner	\$30	\$35	\$_____
Please make checks payable to CAMSA. Total				\$_____

Mail registration form and check or credit card Information (Visa or Master Card only) to:

Jenny Kassan, CAMSA Treasurer
Fruitvale Main Street
1900 Fruitvale Avenue #2A
Oakland, CA 94601

Credit cards will be process through the Old Monterey Business Association. Credit card information can be faxed to (510) 534-7771

Name _____

Credit Card Number_____

Cancellation: Cancellations prior to February 15, 2005, will be refunded less a \$25 processing fee.

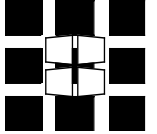
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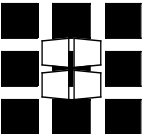
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The mission of the California Main Street Alliance is to serve as the primary non-profit advocate for the principles and ideals of California Main Street; and in so doing, to offer education and other assistance on behalf of the California Technology, Trade and Commerce's "California Main Streets" program, California Main Street communities, and all communities aspiring to practice and sustain the Main Street Approach to downtown revitalization, which strives to enhance the economic, social, cultural, and environmental well-being of the historic and traditional downtowns and neighborhoods in California's diverse cities, towns and neighborhoods.



The mission of the Office of Historic Preservation and the State Historical Resources Commission, in partnership with the people of California and governmental agencies, is to preserve and enhance California's irreplaceable historic heritage as a matter of public interest so that its vital legacy of cultural, educational, recreational, aesthetic, economic, social, and environmental benefits will be maintained and enriched for present and future generations.



California Main Street Alliance
and the
California Office of Historic Preservation
P.O. Box 942896
Sacramento, CA 94296-0001